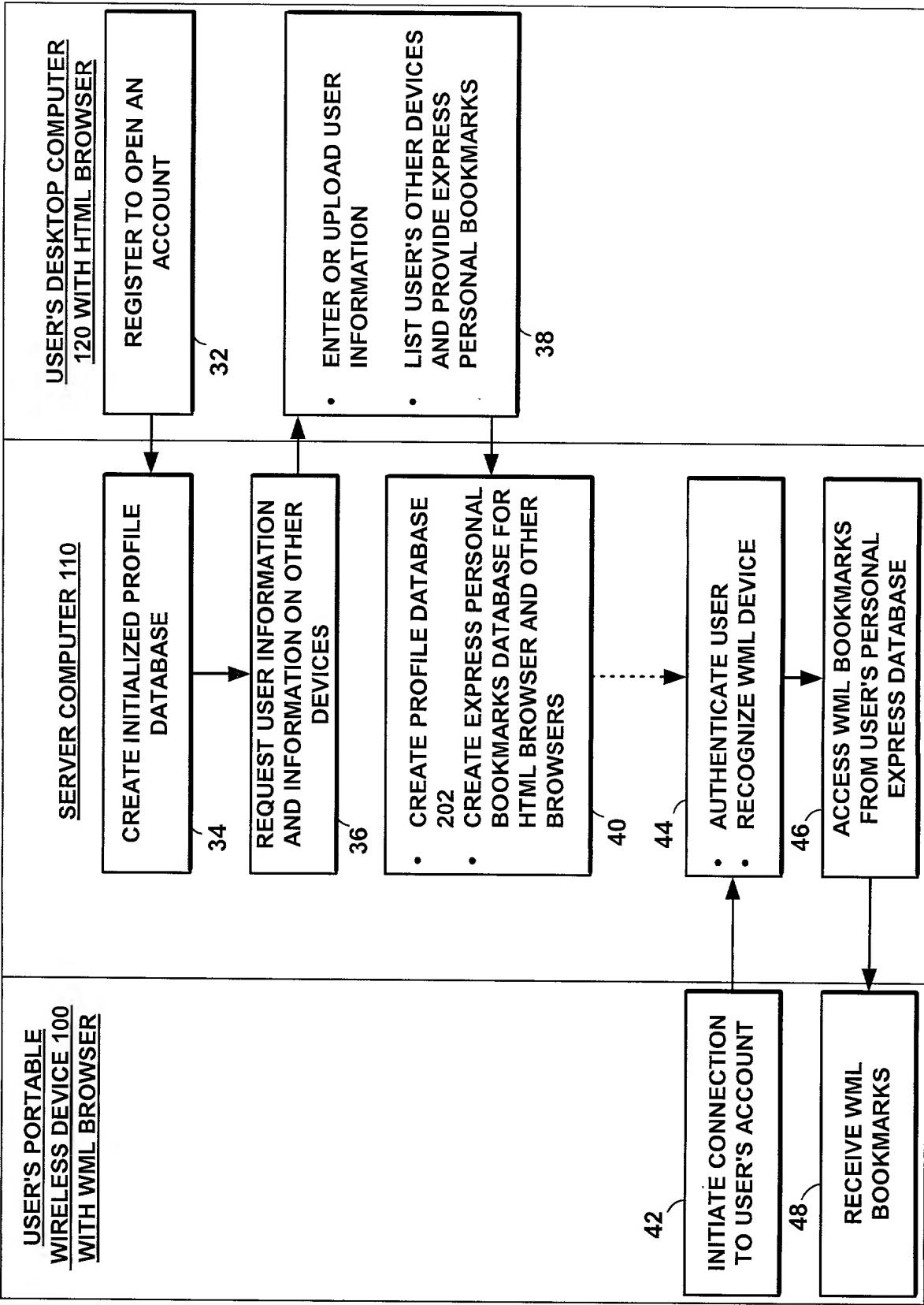
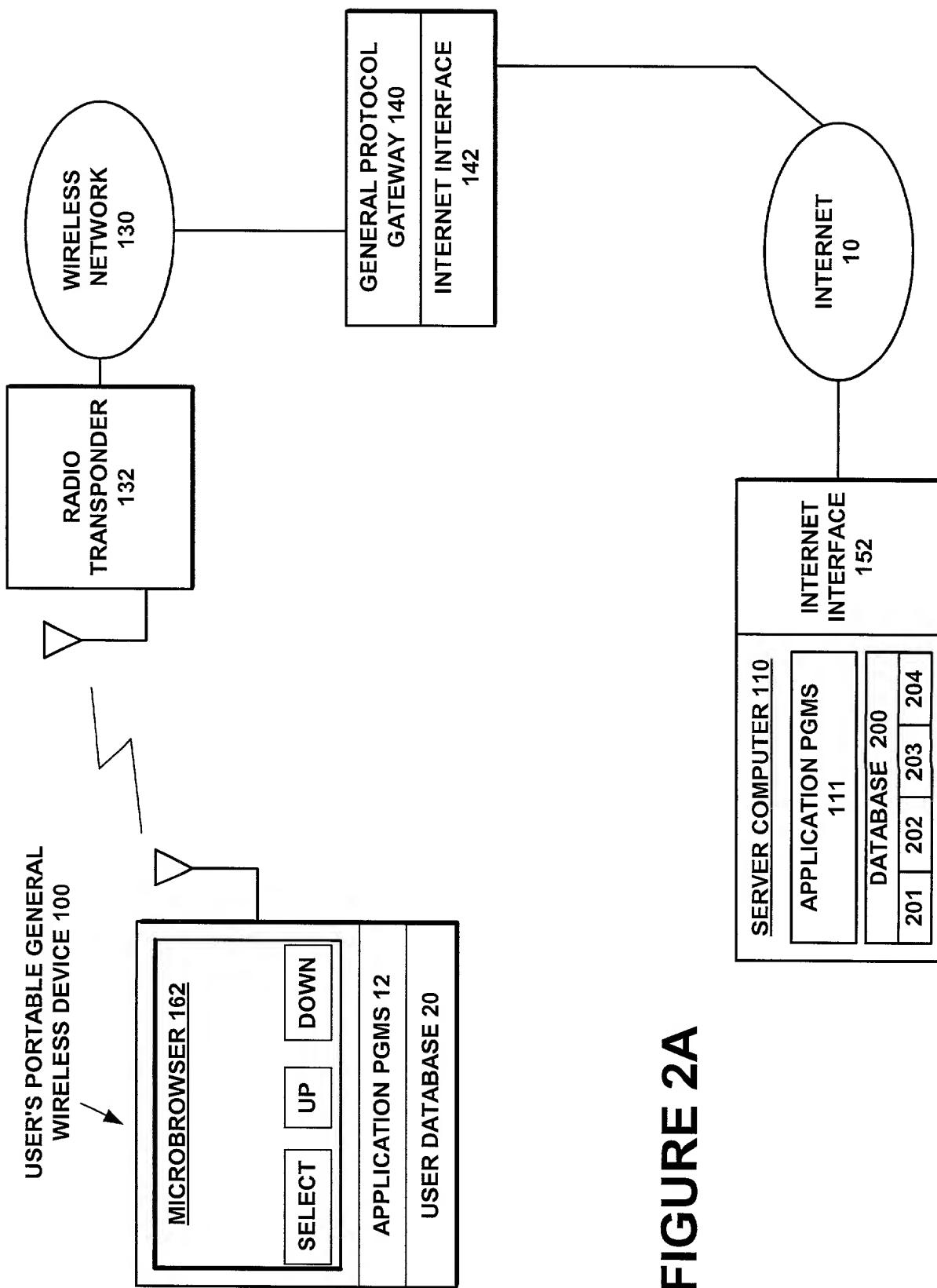
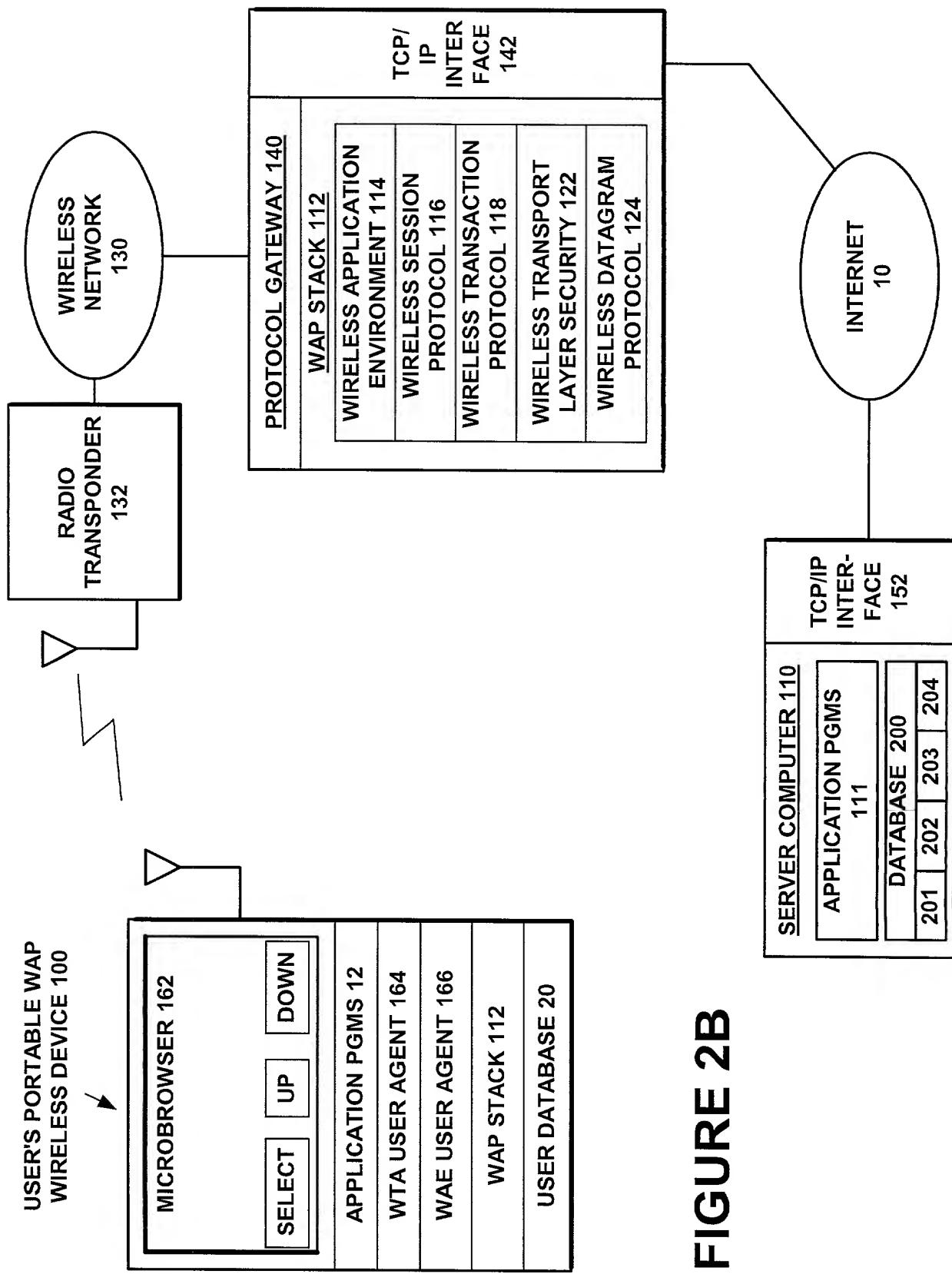


**FIGURE 1**

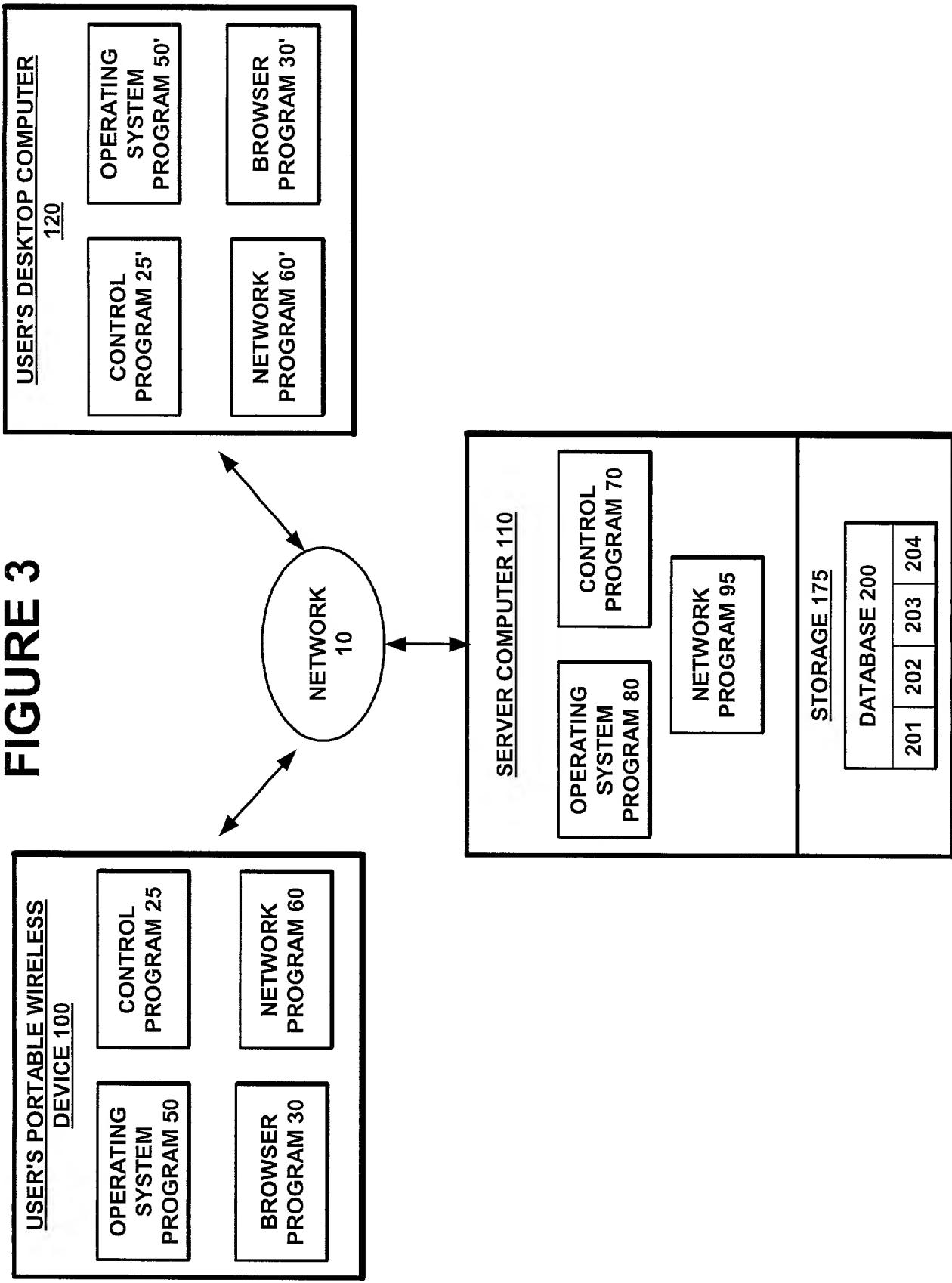






**FIGURE 2B**

### FIGURE 3



# FIGURE 4A

PUBLIC BOOKMARKS DATABASE 201					
HTML SITE	AVERAGE DEMOGRAPHICS	WML SITE	HDML SITE	cHTML SITE	CATEGORIES
www.etrade.com	Male, 45 years old living in the Northeast	wap.etrade.com	wap.etrade.com/ hdml	etrade.com/chtml (English and Japanese)	stocks, finance
www.women.com	Female, 35 years old living in the Midwest	www.women.com/ wml	mobile.women.com/ hdml	mobile.women.com/ chtml	women's issues, pregnancy
www.zdnet.com	Male, 24 years old living in the East	wap.zdnet.com	hdml.zdnet.com	imode.zdnet.com/ chtml	computers, Internet
www.amazon.com	Female, 40 years old living in the Southwest	amazon.com/wml	mobile.amazon.com/ hdml	amazon.com/chtml	books, magazines, auctions
www.mp3.com	Male, 20 years old living in the Pacific Northwest	wap.mp3.com	www.mp3.com/hdml	ctml.mp3.com	music
www.cooking.com	Female, 28 years old living in the East	www.cooking.com/ wml	wap.cooking.com/ hdml	ctml.cooking.com	cooking
www.cnn.com	Male, 42 years old living in the Southeast	wap.cnn.com	www.cnn.com/hdml	imode.cnn.com	news, politics

## FIGURE 4B

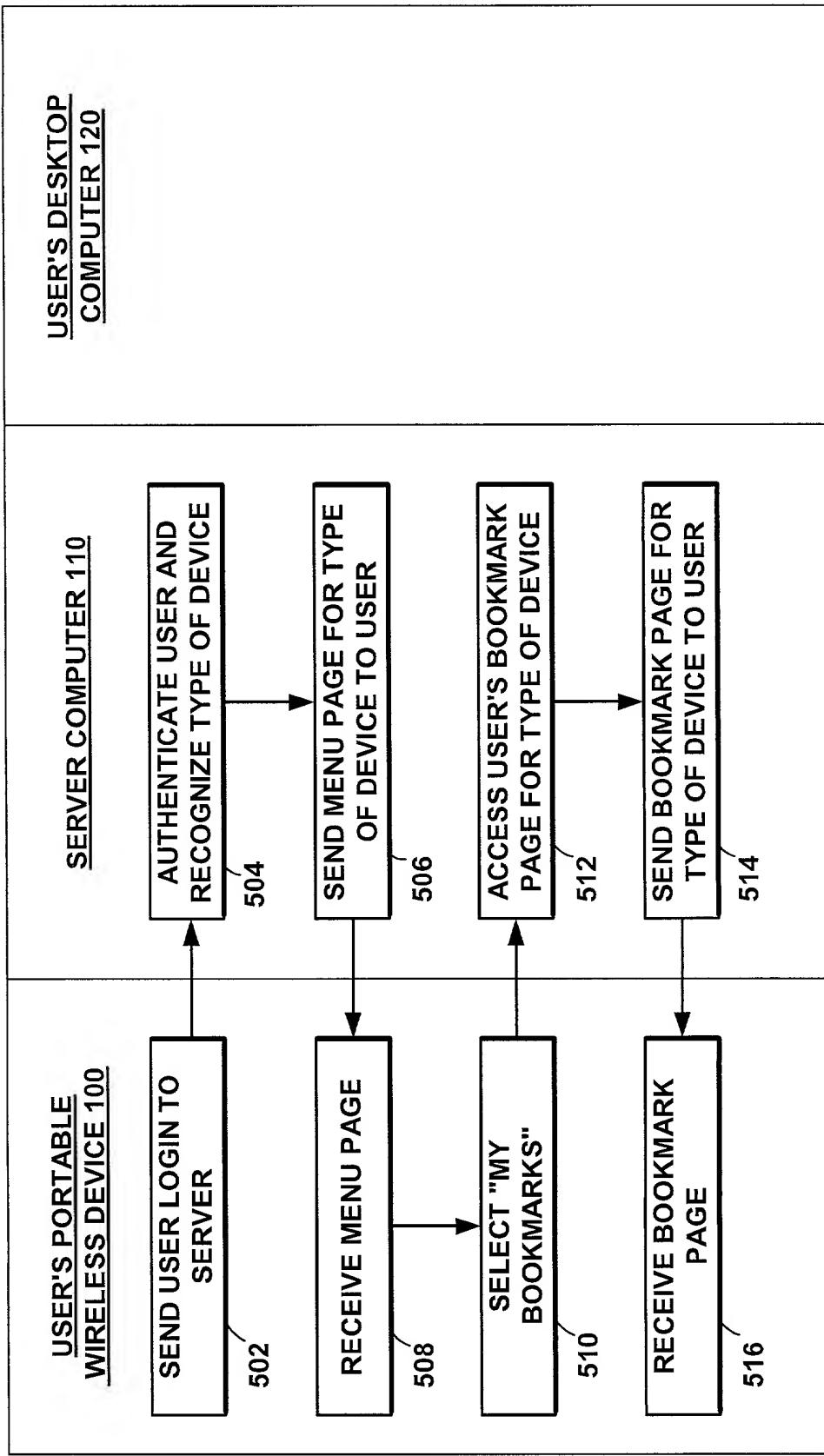
Personal Bookmarks Database			
User 1	User 2	User 3	User 4
Profile	Profile	Profile	Profile
Personal Bookmarks	Personal Bookmarks	Personal Bookmarks	Personal Bookmarks
Demographics	Demographics	Demographics	Demographics
History Log	History Log	History Log	History Log
Cookies	Cookies	Cookies	Cookies
Express Preferences	Express Preferences	Express Preferences	Express Preferences

## FIGURE 4C

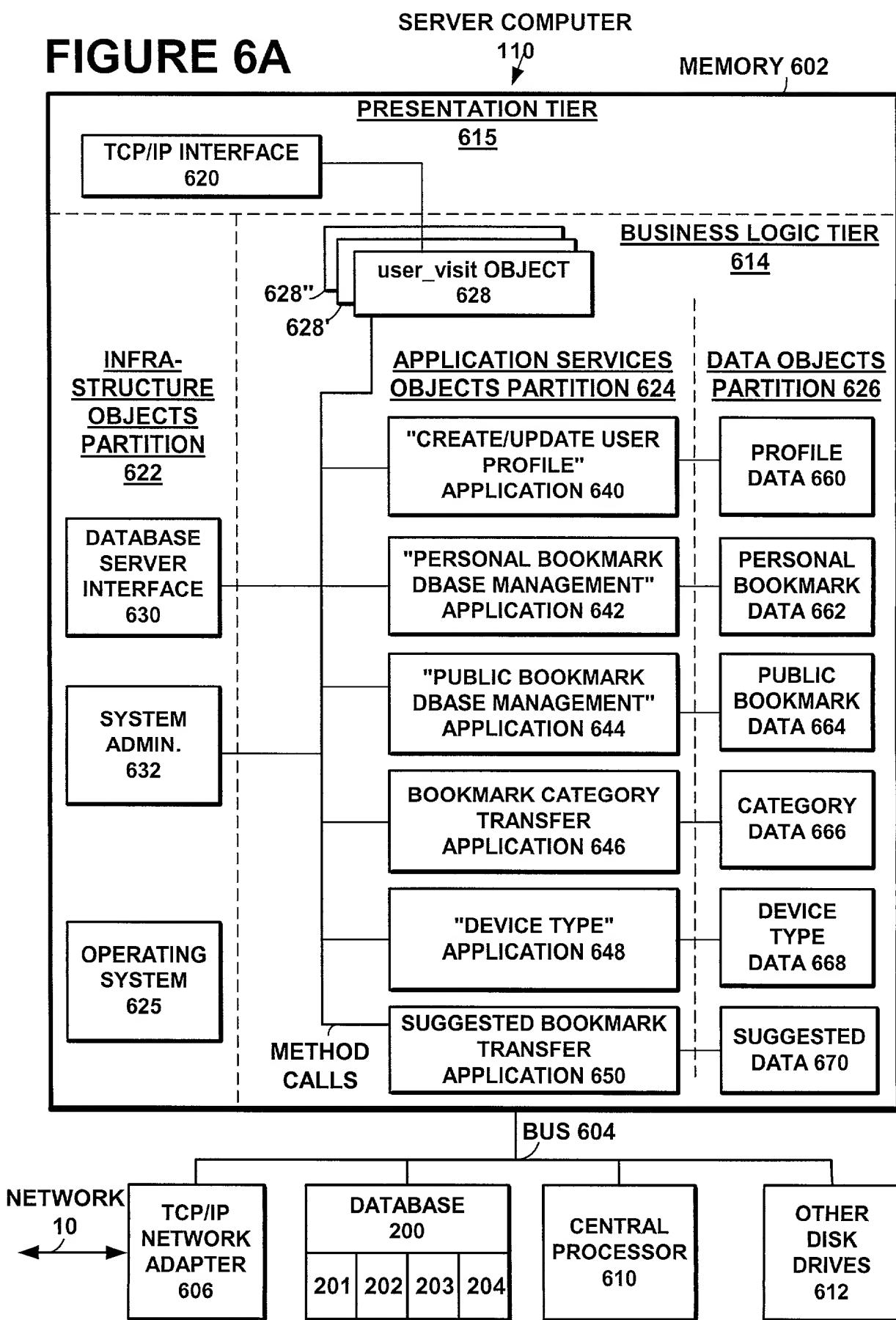
BOOKMARK FOLDER DATABASE 203			
<u>USER 1</u>	<u>USER 2</u>	<u>USER 3</u>	<u>USER 4</u>
'NEWS' FOLDER	'MUSIC' FOLDER	'TUNES' FOLDER	'SPORTS' FOLDER
BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	BOOKMARKS:
CNN.com	MP3.com	MP3.com	ESPN.com
MSN.com	SONY.com	Y100.com	FOXSPORTS.com
'TECH' FOLDER	'INFORMATION' FOLDER	'STUFF' FOLDER	'STOCKS' FOLDER
BOOKMARKS:	BOOKMARKS:	BOOKMARKS:	BOOKMARKS:
ZDNET.com	CNN.com	CNN.com	AMERITRADE.com
CNET.com	MSN.com	MP3.com	NASDAQ.com
	ZDNET.com	EXCITE.com	THESTREET.com
	YAHOO.com	YAHOO.com	

## FIGURE 4D

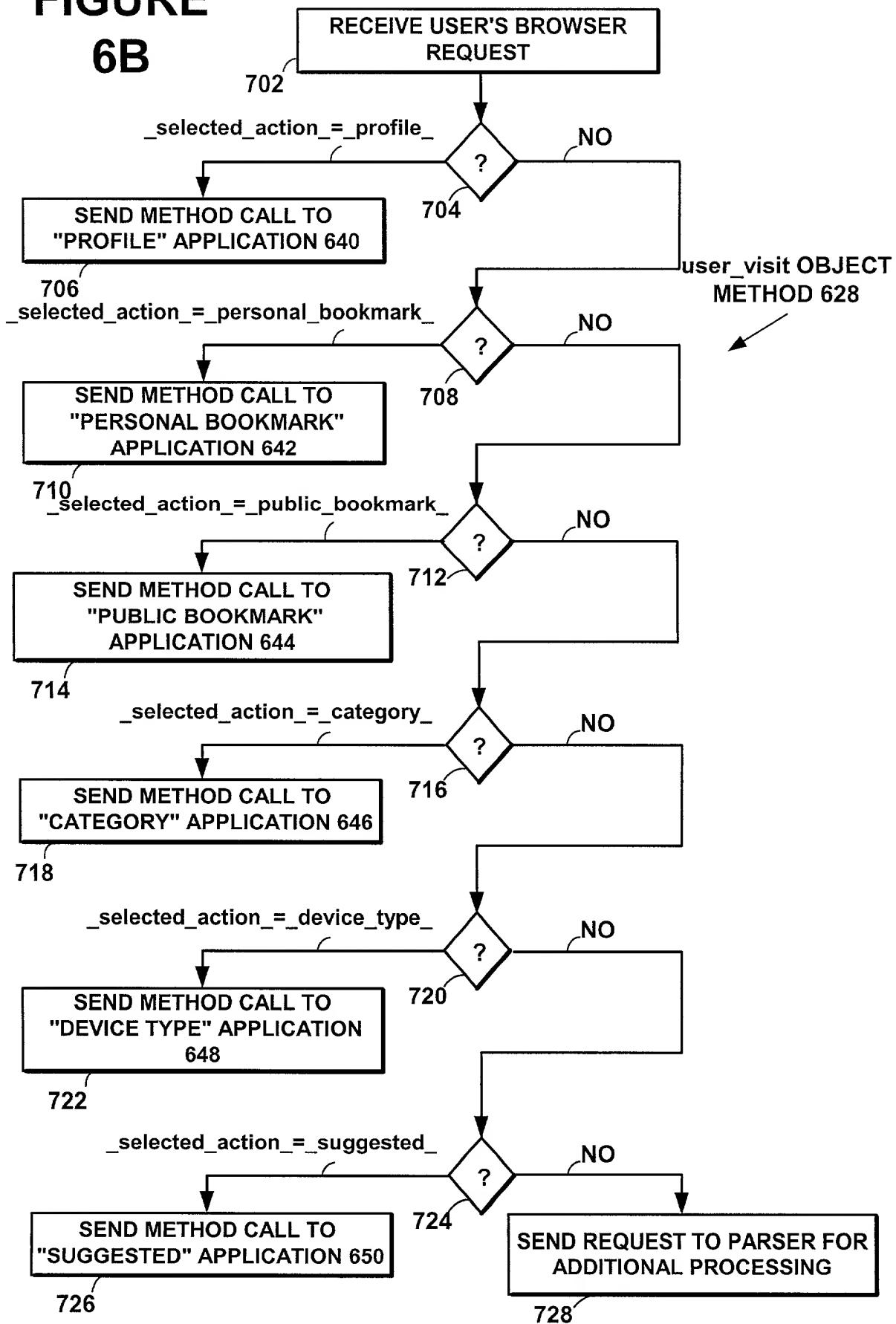
**FIGURE 5**



**FIGURE 6A**



# FIGURE 6B



**FIGURE 7**

